

NASA/Marshall Space Flight Center

2003 Exhibits Results

<u>'03 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
AEROSPACE SCIENCES MEETING AND EXHIBIT, RENO, NV. Exhibits: 20X30 Exhibit <i>Note: Technical conference. Local and area teachers were invited to attend the exhibit hall. Educators ranged from K-12 and university levels.</i>	Jan. 6- 8	350
AMERICAN LIBRARY ASSOCIATION PHILADELPHIA, PA Exhibits: 10X10 Library towers <i>Note: Visitors included students from Thomas Grove Middle School (Windsor, NJ). A number of college professors, librarians and teachers subscribed to Space Research for their students. Visitors of note included members from the Public Library association Board of Directors and three administrators of the Association for Library Service to Children.</i>	Jan. 24-26	1,200
GULF COAST SCIENCE EXPLOREUM, MOBILE, AL. Exhibits: 1:15 mobile shuttle model, 1:25 HST model, 1:50 Space Shuttle, Space Shuttle Speakers Audiovisual suitcase kit, ECLSS racks <i>Note: Congressman Jo Bonner, former MSFC Center Director Art Stephenson, and astronaut Dr. Garrett Reisman participated in a grand opening event.</i>	Jan. 11- April 30	48,604
SOUTHSIDE ELEMENTARY SCHOOL, LEBANON, TN. Exhibits: Starship 2040 <i>Note: Starship 2040 visited in support of Tennessee Space Week activities. Students, teachers and guests of the school were given a short presentation and then viewed the exhibit.</i>	Jan. 27-31	850
ADVENTURE SCIENCE CENTER, NASHVILLE, TN, Exhibits: Destiny Module, a display about the Mir space station, numerous models and space-flown hardware <i>Note: Adventure Science Center staff member Larry Dunlap-Berg commented that the Space Labs exhibit was one of their most popular exhibits. Marshall Space Flight Center supplied educational materials along with exhibit support.</i>	Feb. 15 – May 15	50,000
AMER. ASSOC. FOR THE ADVANCEMENT OF SCI., DENVER Exhibits: 20X20 Towers <i>Note: The OBPR booth featured the Library Towers exhibit and information about NASA Education Educator Astronaut Program. Visitors of note: Members of the Department of Education, American Institute of Physics, National Science Foundation, the Ontario Science Center, NASA Advisory Committee and NASA-Goddard. Marshall managed and helped staff this exhibit for HQ.</i>	Feb.13-17	1,290
THE ALA. INST. FOR THE DEAF AND BLIND TALLADEGA, AL. Exhibits: Starship 2040 <i>Note: Students, teachers and guests of the institution were given a short presentation and then viewed the exhibit. Students from The Alabama School for the Deaf, The Alabama School for the Blind and the Helen Keller School participate.</i>	Feb.13-18	250
NATIONAL MANUFACTURING ASSOCIATION, CHICAGO, IL Exhibits: Consolidated NASA booth: Physical Sciences at MSFC, Glenn Research Center, Space Product Development	March 3-6	65,000

<u>'03 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
STARSHIP 2040 NY TOUR Exhibits: Starship 2040 (seven stops) <i>Syracuse</i> <i>White Plains</i> <i>Bronx</i> <i>Bushwick</i> <i>Hempstead</i> <i>Bayshore</i> <i>Utica.</i> <i>Note: Note: Crowds of students, invited guests and dignitaries, educators and members of the general public visited the exhibit on its maiden voyage to New York. The initial stop was in Syracuse at the Museum of Science and Technology (MOST), followed by a visit to Purchase College in White Plains. The next stops were in Hempstead at the Long Island Children's Museum, and at Junior High School 349 in Brooklyn (Bushwick). The final three stops included a visit to Intermediate Junior High School 162 in the Bronx, St John's College in Oakdale, and the Children's Museum in Utica. More than 14,000 visitors visited the exhibit and another 15,000 people are estimated to have been exposed to or directly participated in outreach programs and collaborative events sparked by the visit. Several key Congressional members and staff visited Starship 2040 including Congresswoman Nydia Velazquez, Congresswoman Carolyn McCarthy, Congressman Sherry Boehlart, and Congressman Jim Walsh. District representatives and staffers for Congresswoman Nita Lowey, Congressman Jose Serrano, and Congressman Steve Israel, attended and visited the NASA exhibits and events. NASA Administrator Sean O'Keefe participated in the Utica stop. Students from over 40 different NY elementary, middle and high schools toured the Starship and participated in NASA outreach events. Lectures given by NASA engineers, educators, outreach coordinators, recruiters, astronauts and guest speakers presented audiences with important information about the NASA programs, primarily concentrating on past, present, and future space transportation.</i>	March 7 – April 3	30,000
HUNTSVILLE AIR SHOW , HUNTSVILLE, AL. Exhibits: ISS Trailers, MSFC mural, Mobile Shuttle, Shuttle Launch Experience, Goddard rocket replica exhibit, Microgravity exhibit, Centennial of Flight mural, Starship. Starship tents <i>Note: Close to 9000 people toured the NASA exhibits at the Huntsville Air Show March 29 and 30, 2003. The NASA area featured the following exhibits: the International Space Station Trailer exhibit from Johnson Space Center (JSC), the Mobile Shuttle, the Space Shuttle Experience (without hardware), microgravity exhibits (liquid metal/"bounce" exhibit, mural, and videos), Centennial of Flight information, a Goddard rocket replica, and NASA aircraft (the Super Guppy from JSC and a T38 from Langley). Astronaut Tony Antonelli signed autographs both days. Visitors were presented with information about both aeronautics and space flight. Marshall Space Flight Center Director Art Stephenson toured the exhibit area on Saturday, March 29.</i>	March 29-30	10,000
NATIONAL SPACE SYMPOSIUM, COLORADO SPRINGS Exhibits: Orbital Space Plane and Next Generation Launch Technology Space Transportation exhibits, scale model of the RS-84 engine, as well as models of hypersonic vehicles including the X-43A, the X-43B, X-43C <i>Note: We spoke with high-ranking military officials, many with interests in our DOD partnerships. Visitors of note: ,Program manager and engineering lead for STARSYS Research; Chief operations for Iridium; President of Broad Research; Two men who aided in the invention of a method for using rocket fuel for land mine detonation; Business development manager for Analytical Graphics, Inc.; British Embassy; members of Britain's Royal Air Force and the United Kingdom's Air Warfare Department; Business development at Northrop Grumman; President of Vision Research, r; uniformed members and Armed Forces, National Space Foundation officials; conference speakers; educators; industry partners involved in Hypersonic technology and representatives from Johnson, Kennedy, Stennis, and Goddard NASA centers.</i>	April 7-10	7,000

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QUALITY EXPO, ROSEMONT, IL Exhibits: Towers Exhibit, Shuttle Hardware <i>Note: Visitors of note included the conference keynote speaker and author of The Power of Positive Thinking in Business, Rosemont police officers and editors from Quality Review, a monthly newsletter. We provided packets of information to a visiting Boy Scout Troop and to the Lighted School (a school for children with learning disabilities).</i>	April 15-17	6,000
STARSHIP 2040 TEXAS TOUR Exhibits: Starship 2040 <i>Starship 2040 made four stops:</i> <i>Texas Tour</i> <i>Lufkin, Texas</i> <i>Palestine, Texas</i> <i>Corsicana, Texas</i> <i>Note: Staffers came from Marshall's Shuttle Propulsion Projects Office, United Space Alliance and the Customer and Employee Relations Directorate. Fifteen elementary and three middle school groups came through the exhibit in Lufkin. In Nacogdoches, staffers visited classes at Mike Moses Intermediate School and hosted their entire 6th grade through the exhibit. In Palestine, a group led by Marshall Center Director Art Stephenson went to the recovery camp to thank them for their efforts. Exhibit staffers visited the camp, talked to campers and invited them to the exhibit. Visitors of note included Palestine Mayor George Voss and a member of their city council.</i>	April 15-20	3,200
STARSHIP 2040 IN BANGOR, MAINE Exhibits: Starship 2040 <i>Note: Visitors toured the Starship 2040 in downtown Bangor, Maine at the Children's Museum. A special Friday evening opening kicked off the event with museum staff and invited guests. Ms. Gail M. Kelly, regional representative for Senator Olympia Snowe, visited the exhibit and spoke with exhibit staffers.</i>	April 26 – May 2	4,500
LIFESTYLES EXPO, WASHINGTON, DC Exhibits: Towers exhibit <i>Note: NASA headquarters, Glenn, Goddard, and Marshall participated in this event</i>	April 27	22,800
CENTENNIAL OF FLIGHT EXHIBIT, GRC Exhibits: 1:20 Saturn V (1:20), 1:20 Spacelab pallet and module models, 1:25 or 1:50 HST and Chandra models, Family of Rockets (1:98), plus Space Shuttle (1:100), Speaker kits, ISS 1:100	May 1-Dec. 3	90,000
18TH ANN. RISKY BUSI. CONFER., IOWA ST. UNIV. Exhibits: 10' MSFC pop-up, 1:100 shuttle model, Media kit	May 6	500
TEAM AMERICA ROCKET CHALLENGE, THE PLAINS, VA. Exhibits: Starship 2040 <i>Note: Saturday, May 10, 2003, the Starship 2040 exhibit traveled to Plains, Virginia for the Team America Rocket Challenge, as support for the education office. Of approximately 2000 contestants, guests and attendees, Starship 2040 received 500 visitors despite inclement weather conditions. Visitors included Art Stephenson, Marshall Space Flight Center Director, and Homer Hickam, author of October Sky, both of which were presenters during the Rocket Challenge award ceremony. Due to potential dangers from stray rockets, Starship 2040 and the Goddard Rocket exhibit were kept at a safe distance from the rocket launching. The safer position outside the public area, combined with the weather, contributed to slower traffic within the Starship. Visitors were highly interested in the development of the future of space transportation, particularly the development of propulsion technology.</i>	May 10	2,000

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STUDENT LAUNCH INITIATIVE, REDSTONE ARSE NAL, AL Exhibits: Mobile Shuttle, Centennial of Flight, Goddard Rocket Display	May 16-19	200
FESTIVAL OF FLIGHT, FAYETTEVILLE, NC Exhibits: Starship 2040, OSP Exhibit	May 16-26	4,650
ANNUAL QUALITY CONFERENCE, KANSAS CITY, KANSAS Exhibits: Space Flight Awareness, Space Shuttle Exhibit	May 19-26	1,850
MCWANE CENTER MERCEDES DAY, BIRMINGHAM, AL Exhibits: Mobile Shuttle, Speaker Suitcase, ECLSS racks, 1:15 Shuttle, Starship 2040 <i>Note: Approximately 300 people attended the Grand Opening of the International Space Station exhibit at the McWane Science Center in Birmingham, AL. MSFC supported the event with the ECLSS racks, the 1:15 shuttle stack, Microgravity's glove box exhibits, and an exhibit from Technology Transfer. The exhibits will remain at the Science Center through September. Center Director Art Stephenson and Dr. Jan Davis spoke at the Grand Opening. MSFC provided speaker audiovisual cases and publications for support of future outreach activities at the McWane Center.</i>	May 24 – Sept. 1	40,000
AMERICAN SOCIETY OF CLINICAL ONCOLOGISTS 2003 Exhibits: Towers Exhibit (MSFC), 1/15 full stack shuttle (MSFC), Bioreactor (JSC), Photo Op (GRC) <i>Note: NASA's booth featured the Code U Towers Exhibit, which we manage and operate for HQ. It also included a Bioreactor from JSC, a Photo Booth from GRC and various publications about NASA's biological and physical science research. KSC developed a special publication that outlined NASA's contributions to cancer research. Media that visited the exhibit included members of ASCO's media relations staff and editors from the Breast Cancer Support website.</i>	May 29 – June 3	7,000
COF HUNTSVILLE LIBRARY, ALABAMA Centennial of Flight Graphic, Pop up, 21 pieces of Artwork, Shuttle, Spacelab, Skylab, Lunar Rover <i>Note: Approximately 375 Huntsville Library visitors -- mostly individual families and the home-schooled -- walked through the Starship 2040 exhibit over the weekend of 15 and 16 of November. The visit was at the request of the Library to cap their Centennial of Flight exhibits. A display of NASA art at the museum completed its final week at the library. Twenty-four paintings have been on display there for the past two months.</i>	June –Nov. 2003	2,000
BUILDING INROADS TO TECH. SUMMIT, LOS ANGELES Exhibits: Space Shuttle Launch Experience, GRC Vision Station (Glenn), JSC Astronaut Photo Opportunity (JSC) <i>Note: BIT, now in its second year, is the first technology expo designed specifically for small business owners, professionals, and general consumers of color. On the opening day of the conference, over 6,000 children in grades 5-12 from the school districts of Los Angeles, Compton and Inglewood participated in Youth Technology Day, a day of dynamic technology education programs. California Governor Gray Davis and Astronaut Leland D. Melvin spoke to the youth about the importance of education and technology.</i>	June 13-15	9,000
COF, GALLERIA MALL, BIRMINGHAM, AL Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab	June 13-14	1,000
MIDDLE TN AIR SHOW, TULLAHOA, TN. Exhibits: Starship 2040	June 21-22	4,850

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AMERICAN LIBRARY ASSOCIATION, TORONTO, CANADA Exhibits: Trade Show Towers <i>Note: The convention was held in partnership with the Canadian Library Association. The NASA booth featured the trade show towers exhibit and a new plasma screen area. The plasma screen showed video segments about NASA contributions to health, home and transportation, industry and agriculture, and commerce. Visitors of note: Jane Rowland, President of the Board of Trustees for ALA planning; Andrew J. Ryther, Media Designer of the Ontario Library Association; board members from the Public Library Association, and photographers from the Library Journal.</i>	June 21-24	12,000
ALABAMA SP ORTS FESTIVAL, HUNTSVILLE, AL. Exhibits: Mobile Shuttle, Pop-up	June 27	800
NASA@ YOUR LIBRARY Exhibits: Library Towers The following libraries will host the tour's tours first go -around: Tacoma, WA Reno, NV Overland Park, KS Baltimore, MD Spartanburg, SC <i>Note: Approximately 70 people attended the Grand Opening of the NASA Library tour at the Enoch Pratt Library in Baltimore, MD, on June 26. The Grand Opening featured taped messages from NASA Administrator Sean O'Keefe and Apple Computer's Vice President of Education, John Clouch. Local media and NASA television covered the event. Roger Crouch appeared on the "Best Talk Show in Baltimore July 7.</i>	July	25,000
SPIRIT OF AMERICA FESTIVAL, DECATUR, AL. Exhibits: Mobile Shuttle	July 3	75,000
NAT. CHILDREN'S ADVOCACY CENTER, HUNTSVILLE, AL Exhibits: Mobile Shuttle	July 11-14	1,700
AIAA INTERNATIONAL SP ACE EXPO, DAYTON, OH Exhibits: TD Technical Exhibit <i>Note: In Dayton, Ohio, at the 1st International Air and Space Symposium. NASA's Next Generation Launch Technology program exhibited examples of its key technologies, including a scale models of the Hypersonic X-43 vehicles, ISTAR and RS84 engine model. Approximately 7000 students, guests, and visitors toured the Starship 2040 in Dayton between 7/17 – 7/20.</i>	July 14-17	600
NAACP, MIAMI, FL Exhibits: Space Shuttle Launch Experience, Vision Station (Glenn) <i>Note: Approximately 5000 people visited the NASA booth during the four days of the expo at the National Association for the Advancement of Colored People's (NAACP) Commerce and Industry Show. Visitors of note included Kwesi Mfume (President/CEO of the NAACP), Julian Bond (Chair, National Board of the NAACP), Gregory Reeves (President of Blacks in Government), and G. Delores Ellerbe (Manager of Human & Civil Rights of the National Education Association). Members from various government agencies (e.g., U.S. Department of Justice, FBI, Center for Disease Control, etc.) visited the booth as well.</i>	July 12-17	1,200

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DAYTON AIR SHOW, DAYTON, OH Exhibits: Starship 2040, 1:00 ISS, Saturn V, 1:20 Spacelab module <i>Note: Approximately 7000 students, guests, and visitors toured the Starship 2040 between 7/17 – 7/20. During the show former MSFC center Director Art Stephenson toured the exhibit and was “delighted to see the Starship” at the Dayton Air Show. The Starship complemented an ongoing countywide NASA Centennial of Flight celebration, commemorating 100-year anniversary of the Wright Bros. first flight</i>	July 17-20	45,000
COF WIREGRASS COMMONS MALL, DOTHAN, AL. Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab	July 18-19	1,000
JOINT PROPULSION CONFERENCE HUNT SVILLE, AL Exhibits: 1:100 ISS, Saturn V, 1:20 Spacelab module, TD Exhibit, Space Shuttle Launch Experience OSP exhibit, Dr. Goddard Exhibit, Rocket Stand, MSFC 20' mural, Models, Starship 2040 1:15 Shuttle, Centennial of Flight Pop-Up, Wright Flyer, X 43C Full version <i>Note: We provided exhibits and staffers at the Joint Propulsion Conference in Huntsville in July. Approximately 900 people visited Marshall's 50'x40' booth. Visitors of note included international corporate leaders, military personnel, representatives from other NASA centers, and students from campuses across the country. Media activity included journalists from several space and technology related journals, as well as reporters from the Huntsville Times and the Birmingham News. A local television station also produced a live spot with conference chair, Bob Sackheim</i>	July 20-23	1,500
ROCKEFELLER CENTER, ROCKEFELLER CENTER, NY Exhibits: Mini-Shuttle Theater, ISS Model <i>Note: Approximately 3 million people were exposed to NASA exhibits at the Rockefeller Center NYC in August. Marshall provided a 1:25 ISS model and a theater that showcases a Shuttle launch in HDTV format and surround sound. The theater “was the hit of the show,” according to HQ</i>	July 28-Aug.17	50,000
OSHKOSH, OSHKOSH, WI Exhibits: X-43C, Hypersonic Flight Simulator, Hardware <i>Note: We talked to appx. 8500 people in our booth in the NASA hanger. Periodic rain brought in the mass of people into the hangar. Crowds enjoyed trying to test their skills on our X-43C flight simulator. Dryden Center Director Kevin Peterson stopped by the exhibit area and observed the Hypersonic “pilots.” Robert T. McCall, NASA commissioned artist of a Centennial of Flight mural, autographed prints of his mural in the NASA hangar and met with visitors. The event ends Aug. 5.</i>	July 29 –Aug.4	90,000
NATIONAL MEDICAL ASSOCIATION Exhibits: Space Shuttle Launch Experience <i>Note: Approximately 600 people visited the NASA booth during the three days of exposition at the National Medical Association's (NMA) Annual Convention & Scientific Assembly. The NASA booth featured the Space Shuttle Launch Experience, a microgravity science glovebox (Code U), and a color PowerPoint presentation about Composite Embedded -Sensor Obstetrical Forceps. Publications included the African American Astronaut fact sheet, Technology Transfer Spin-off books, and various Education brochures. Visitors of note included doctors and researchers from various fields of medicine (e.g., psychiatry, pharmaceuticals, oncology, cardiology, etc.) We received several inquiries about medical research opportunities with NASA. People were particularly interested in pharmaceuticals aboard the International Space Station. Overall, the crowd was supportive. As Alan Galow of Merck/Schering - Plough Pharmaceuticals remarked “You're (NASA) the best.”</i>	Aug 1-5	3,000

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<p>NASA@ YOUR LIBRARY. Exhibits: Library Towers</p> <p>The following libraries will host the tour Detroit, MI Bainbridge, GA.</p> <p><i>Note: : Elsie Weigel (Code U) has developed a partnership with the American Library Association, NASA, and Apple Computer to bring the 10X10 version of the towers and the new plasma screens to public libraries across the country. The objective is to target various segments of the adult population and share NASA messages about contributions to health, home and transportation, industry and agriculture, and commerce.</i></p>	Aug. 1-30	25,000
<p>6TH ANNUAL SPACE & MISSILE DEFENSE, HUNTSVILLE, AL.</p> <p>Exhibits: MSFC 20" Pop-up, Models, NGLT Pop-up, Two Kiosks, 2 Pop-ups, 1:15 Static Shuttle</p> <p><i>Note: We supported this major conference at the Von Braun Civic Center August 19 - 21 with two MSFC pop-ups, an NGLT pop-up, and a NASA pop-up. Housed inside the exhibit were several models including the 1:15 Mobile Shuttle. OSP brought two kiosks that were used to display OSP design models and a model of the X-37. NGLT displayed hypersonics models and the RS-84 kerosene engine model. Dr. Jonathan Campbell of the Flight Projects Directorate supported and staffed the booth with a Small Planetary Defense Model.</i></p>	Aug. 18 -21	4,000
<p>ALASKA STATE FAIR, ANCHORAGE</p> <p>Exhibits: Starship 2040</p> <p><i>Note: Approximately 12,719 visitors toured the Starship 2040 the week of 8/22 in Anchorage at the Alaska State Fair. The Starship 2040 exhibit was covered by three network affiliates (ABC, NBC, CBS) television stations.</i></p>	Aug. 22-20	22,000
<p>COF QUINTARD MALL, ANNISTON, AL</p> <p>Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab</p>	Aug. 29-30	1,000
<p>NASA@ YOUR LIBRARY WASHINGTON, DC</p> <p>Exhibits: Library Towers</p> <p><i>Note: : Elsie Weigel (Code U) has developed a partnership with the American Library Association, NASA, and Apple Computer to bring the 10X10 version of the towers and the new plasma screens to public libraries across the country. The objective is to target various segments of the adult population and share NASA messages about contributions to health, home and transportation, industry and agriculture, and commerce.</i></p>	Sept. 1-30	25,000
<p>ALASKA CONGRESSIONAL STOP, ANCHORAGE, ALASKA</p> <p>Exhibits: Starship 2040</p>	Sept. 3-8	150
<p>TENNESSEE STATE FAIR, NASHVILLE, TN</p> <p>Exhibits: Shuttle Launch Experience, 1:15 Mobile Shuttle, Hubble Space Telescope</p> <p><i>Note: The fair attendance was 246,000 up from 180,000 last year. Of the 246,000 over 20,000 saw the Deep N2 Space project.</i></p>	Sept. 5-14	20,000
<p>CHALLENGER CENTER, KENAI, AK</p> <p>Exhibits: Starship 2040</p> <p><i>Note: We participated in a VIP reception with NASA education AA Dr Adena Loston. Dr Loston' spoke at the Soldotna Chamber of Commerce to more than 100 people and participated in several luncheons, typically attracting about 50-60 people. Loston's Chamber speech and the Starship 2040 visit received front page coverage in Kenai local paper.</i></p>	Sept. 9-12	160

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<p>WOMEN OF COLOR, NASHVILLE, TN. Exhibits: COF Mural, 1:50 Shuttle</p> <p><i>Note: Approximately 250 people visited the NASA booth at the Women of Color awards conference held at the Gaylord Opryland Resort & Convention Center September 13, 2003. The NASA exhibit featured the Centennial of Flight mural and models (i.e., Space Shuttle, Hubble Telescope, Sky Lab, Chandra, Saturn), a mural featuring women of color at NASA, and a variety of giveaways targeted toward women, minorities, and students (e.g., African American Astronaut fact sheets, Women of NASA posters, Careers in Aerospace posters, Accessing NASA Educational Resources booklets, etc.). Sharon Wagner and Elizabeth Walker (NASA Headquarters Office of Equal Opportunity Programs) made arrangements for NASA participation in this event. Several NASA centers (MSFC, Glenn, KSC) were involved in the planning and staffing of this event.</i></p>	Sept. 13	500
<p>IMAGINARIUM CHILDREN'S MUSEUM, ANCHORAGE, AK Exhibits: Starship 2040</p> <p><i>Note: The final leg of the Starship 2040 Alaska Tour ended at the Imaginarium Science Museum in downtown Anchorage. The visit ran from September 14-19 and included a stop at Tote Shipping, the largest shipping port in Anchorage. In all, the stop reached 2800 visitors including 15 school visits and a luncheon speaking engagement to the Alaska World Affairs Counsel. John Dumoulin spoke to 50 members of the Counsel, which included staffers from both Senator Steven's and Lisa Murkowski's office. Anchorage news Channel 11 and 2 covered the exhibit visit: the Alaska Times ran a front page, Section B, photo of the exhibit. The publisher of the Alaska Times attended the Counsel presentation.</i></p>	Sept. 15-18	2,800
<p>AIAA SPACE CONFERENCE, LONG BEACH, CA. Exhibits: TD Technical Exhibit, Space Shuttle Hardware, OSP concept models, X-37 model</p> <p><i>Note: Our exhibits at this AIAA event in the Long Beach Convention Center in California reached 1025 conference attendees. In addition, more than 400 students from various California schools participated in the event and many had the opportunity to visit our exhibit. The NASA Marshall Space Flight Center exhibit area showcased hardware and models representing the Shuttle, Orbital Space Plane (OSP) and Next Generation Launch Technologies (NGLT) programs. A visitor of note, Thomas Piglin of IMB News, photographed the exhibit area.</i></p>	Sept. 23-25	1,000
<p>CONGRESSIONAL BLACK CAUCUS, WASHINGTON, D.C. Exhibits: Shuttle Launch Experience</p> <p><i>Note: Approximately 2000 people visited the NASA booth during the three days of exposition at the Congressional Black Caucus's Annual Legislative Conference. The NASA booth featured the Space Shuttle Launch Experience from NASA-Marshall and the Vision Station from NASA-Glenn. Publications included the African American Astronaut fact sheet, Technology Transfer Spin-off books, and various Education brochures. Astronaut Joan Higginbotham met with attendees Wednesday and Thursday. Renee Juhans arranged interviews for Astronaut Higginbotham with Black Entertainment Television (BET), Congresswoman Eddie Bernice Johnson's weekly cable television show, WOL-AM's Bernie McCain, The Bev Smith Radio Show, and US Black Engineer and Information Technology Magazine. The BET interview aired on Wednesday, September 24.</i></p>	Sept. 24-27	800
<p>CENTENNIAL OF FLIGHT, MOBILE, AL. Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab</p>	Sept. 26-27	1,000

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FLATHEAD VALLEY COMM. COLLEGE. KALISPELL, MT. Exhibits: Starship 2040 <i>Note: Approximately 1000 students and 220 general public visitors toured the Starship exhibit in Missoula, MT. A field representative from Senator Conrad Burns' office and other volunteers from INSA helped us staff. The Missoulian ran a front-page article titled "Future Frontiers" and we received television coverage from KPAX-CBS. Although the exhibit was scheduled to close at 3:00 pm, we kept it open due to public demand.</i>	Sept. 29-30	1,120
SPACE LABORATORIES SCIENCE IN ORBIT, USSRC Exhibits: Space Laboratories Science in Orbit Exhibit <i>Note: MSFC and the USSRC worked together to present an 8000 sq ft exhibit. It incorporates our Space Laboratories traveling exhibit and the Mir exhibit, as well as artifacts and models.</i>	Sept. – Jan.	80,000
NASA@ YOUR LIBRARY Exhibits: Library Towers The following libraries will host the tour Bowling Green, Ohio St. Augustine, Florida <i>Note: : Elsie Weigel (Code U) has developed a partnership with the American Library Association, NASA, and Apple Computer to bring the 10X10 version of the towers and the new plasma screens to public libraries across the country. The objective is to target various segments of the adult population and share NASA messages about contributions to health, home and transportation, industry and agriculture, and commerce.</i>	Oct. 1-31	25,000
LOGAN/UTAH STATE UNIVERSITY, UTAH STATE Exhibits: Starship 2040 <i>Note: Approximately 200 Utah State students and 600 students from Mt. Logan Middle School attended a technical presentation by Kirk Sorensen and walked through the exhibit. President Kermit Hall of Utah State University was given a tour of Starship and was provided information about NASA's Orbital Space Plane. In addition, a tremendous amount of individual families and home-schooled families (perhaps 500 people) visited the exhibit; due to the successful media coverage the exhibit has been receiving.</i>	Oct. 6-8	1,300
SOCIETY OF WOMEN ENGINEERS BIRMINGHAM, AL. Exhibits: COF Mural, Goddard Rocket Replica, ISS Model, NASA Banner, Static Shuttle <i>Note: Marshall Space Flight Center, Jet Propulsion Lab, Headquarters, and the Centennial of Flight program all supported this event.</i>	Oct. 9-11	500
HILL AIR FORCE BASE UTAH Exhibits: Starship 2040 <i>Note: More than 2,400 people visited Starship and listened to presentations by TD representatives while the exhibit was at the Hill Aerospace Museum. We experienced a proportionally large number of home-schooled families. The exhibit was packed up Sept 12 and move to the Clark Planetarium in Salt Lake City, where it will open Tuesday Oct 14.</i>	Oct. 10-12	2,400

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CLARK PLANETARIUM, SALT LAKE CITY, UTAH Exhibits: Starship 2040 <i>Note: Approximately 4,400 general public visitors and students visited the Starship 2040 and almost 2,000 people attended technical presentations by MSFC TD representatives Kirk Sorensen and Paul Crawford. Jeff Allred, The Deseret Morning News, spoke with Crawford and exhibits coordinator Martin Jensen about NASA. Allred also spoke with Susan Lutes, Utah State student, about her personal experiences working with NASA. Frank Bugg, KTVX 4 ABC, interviewed Jensen and the story ran at 5 and 10 pm. Jeremy Castellano, KSL 5 NBC, visited the exhibit and spoke with visitors about their experiences, story ran at 5, 6 and 10 pm. Finally, Paul Crawford was a guest on "Scott and Maria," KSL 1160 AM, Utah's largest talk radio station during drive time. The interview lasted approximately five minutes. Shortly after the interview a number of visitors and families noted they came by to see the exhibit because they heard the interview. The crowds at the Clark Planetarium were very large and steady. This stop would not have been as successful without the student volunteers from Utah State University. They were instrumental to the operation of Starship. T</i>	Oct. 15-18	6,400
SOUTH FLA. HOME & GARDEN SHOW, WEST PALM BEACH Exhibits: Media Towers, Shoes from Modellista, Sample Kit from Hy-Tech Thermal Solutions <i>Notes: At the South Florida Home & Garden Show in West Palm Beach, FL, approximately 17,000 people visited the NASA booth, which featured spin-offs such as the solar refrigerator, Zen perfume, liquid metal golf clubs, dust buster, NASA memory foam pillow, Silhouette sunglasses and GPS.</i>	Oct. 15-20	17,000
COF COLONIAL MALL, AUBURN/OPELIKA Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab	Oct. 17-18	1,000
STARSHIP 2040 INEEL IDAHO FALLS, IDAHO Exhibits: Starship 2040 <i>Note: Approximately 4000 students, teachers, parents and public visited the exhibit at the Museum of Idaho this week. Representatives from the three major TV news station visited the NASA exhibit Oct. 23, including a live shot with Sarah Johns (KIFI, ABC). Earlier in the day Johns interviewed exhibit staffer Grant Thompson, while exhibit staffer Brandon Boone was interviewed by Aaron Kuntz, KPVI (NBC) and Bobby Ilich, KIDK (CBS). The Starship will be packed up and moved to the Warhawk Air Museum in Boise, ID on Monday.</i>	Oct. 22-25	4,000
EDUCATING ONE NATION, ATLANTA, GEORGIA Exhibits: Photo Booth, Educational Mural <i>Note: Approximately 400 people visited the NASA booth at the Educating All of One Nation Conference held October 23-25, 2003 in Atlanta, GA. The Office of Space Flight booth featured the International Space Station photo opportunity, a diversity mural, a Moonbuggy video, and information about various education programs. The ISS photo opportunity featured the name of the conference and the NASA goal to "inspire the next generation." Visitors of note included Dr. Adena Williams Loston, NASA Associate Administrator for Education, Mrs. Ronald McNair, university directors of minority affairs, and various other educators.</i>	Oct. 23-25	1,500
5 TH INTN'L SYMP. ON LIQUID PROPULSION CHATTANOOGA Exhibits: Shuttle Model, TD backdrop, Wright Flyer Model & Backdrop, Goddard Rocket Replica Pop Ups and Murals, Marshall Back Drop, Mobile Shuttle <i>Note: We talked to approximately 150 people at this event in Chattanooga, TN on Oct 27-29. Marshall provided the following exhibits: a 1:15 Space Shuttle model, Goddard Rocket Replica exhibit and vide, MSFC Backdrop, NGLT display, X37 model, and Centennial of Flight exhibit, including a 1:10 Wright Flyer. We assisted Lockheed Martin (Atlas 5 and Atlas 4 mock ups), Aerojet (pop-up with giveaways), Boeing (pop-up with pubs and giveaways), and Sverdrup (pop-up with pubs and giveaways) with their displays.</i>	Oct. 27-30	107

<u>'03 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
62 ND MAGIC CITY CLASSIC BIRMINGHAM, AL. Exhibits: Mobile Shuttle	Oct. 25	4,500
STARSHIP 2040 KITTY HAWK BOISE, IDAHO Exhibits: Starship 2040 <i>Note: Approximately 80 VIP's, local dignitaries and business leaders toured the exhibit during a reception at the Warhawk Air Museum in Nampa, ID, near Boise Oct. 27. We supported seven live segments from Starship, including four interviews of staffers by Channel 7 (NBC) meteorologists/reporter Larry Gebert and Doc Ropack, Channel 6 (ABC). Approximately 625 students, teachers and parents from 11 school groups toured the Starship 2040 at the Warhawk Air Museum in Nampa, ID.</i>	Oct. 27-Nov. 2	750
PACIFIC SCIENCE CENTER SEATTLE, WA. Exhibits: Goddard Rocket Replica	Nov. 1-Jan.	12,000
VETERAN'S DAY PARADE DOWNTOWN HUNTSVILLE Exhibits: Mobile Shuttle	Nov. 11	3,000
NATIONAL SCIENCE & TEACHERS ASSOCIATION KANSAS CITY, MO NOV. 13-15 Exhibits: 20' MSFC Mural and Popup, 10' Education Mural Popup, 10' NASA Mural and Popup 1:50 Shuttle, Spacelink Pedestal, Television and VCR		1,600
CENTENNIAL OF FLIGHT EASTDALE MALL, MONT GOMERY Exhibits: Mobile Shuttle, Saturn V, Skylab, Shuttle, Hubble Space Telescope, Spacelab COF Mural	Nov. 14-15	1,000
AMERICAN PUBLIC HEALTH ASSOCIATION, SAN FRANCISCO, CA. Exhibits: Trade Show Towers, Media Station <i>Note: We talked to 1600 health opinion leaders in San Francisco during the American Public Health's annual convention. Our NASA booth featured the Code U trade show Towers exhibit and a DVD about NASA contributions to health. Visitors of note included Dr. Russell E. Morgan, Jr., President of the Spry Foundation; health officials from the Centers for Disease Control; and Debra Konicek of Snomed (software used in astronaut longitudinal studies)</i>	Nov. 16-19	1,500
DESIGN & DEVELOPMENT EXPO WASHINGTON, DC Exhibits: NASA Meatball Mural, ISS Model, TD Hardware, Mini Shuttle Theater	Nov. 17-20	700

